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MILEAGES TO ALBERTA FROM
PRINCIPAL CENTRES

Legislative Building
Edmonton



/2-

Alberta CANADA

The Princess Province . . .

will welcome you on your vacation tour through scenic grandeur unrivaled anywhere.

The Canadian Rockies with their famous National Parks — Waterton, Banff and Jasper — are "twenty Switzerland's in one." The foothills and prairies with Elk Island National Park, the Bad Lands of the Red Deer Valley and three score provincial parks are likewise playgrounds for the people where every form of holiday activity may be fully enjoyed in the crisp, clear air of Alberta's great outdoors.



Sky-line view of Crow's Nest Pass — important coal mining district and source of lime — from pinnacles of Turtle Mountain which, in 1903, crushed 60,000,000 tons of rock down upon the mining village of Frank taking approximately 70 lives.

Cardston
Mormon Temple

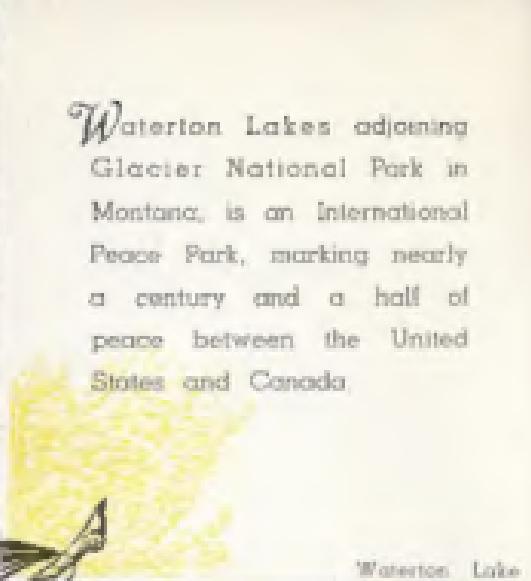


Get detailed road and accommodation information at the Alberta Government Information Bureau — junction of No. 2 and 3 highways near Medicine. It is there to welcome and serve our guests.





Red Rock Canyon



Waterton Lake

- Fishing
- Hiking
- Boating
- Swimming
- Golfing
- Riding





Calgary

STAMPEDE

WHOOPEE!

Fun in Frontier Fashion

Six gala days packed with rodeo thrills and chuck wagon races that have Roman chariot races beaten for spiney chills and hectic spills. Opens second Monday in July.

Portion of Stampede Parade





THE RED COATS...



Royal Canadian Mounted Police have played a most important role in the development of Alberta since 1874 when, known as the North-west Mounted Police, they established Fort Macleod and brought law and order to the West. They have always been the Indian's best friend.

A teepee under the stars
or your own private chalet
amid the pines for your
holiday tour.



Tourist cabins in Alberta
are government inspected
and graded according to
standards of accommoda-
tion provided.





Banff National Park

Scenic grandeur is unsurpassed in Alberta's mountain wonderland.

Mount Rundle



Moraine Lake





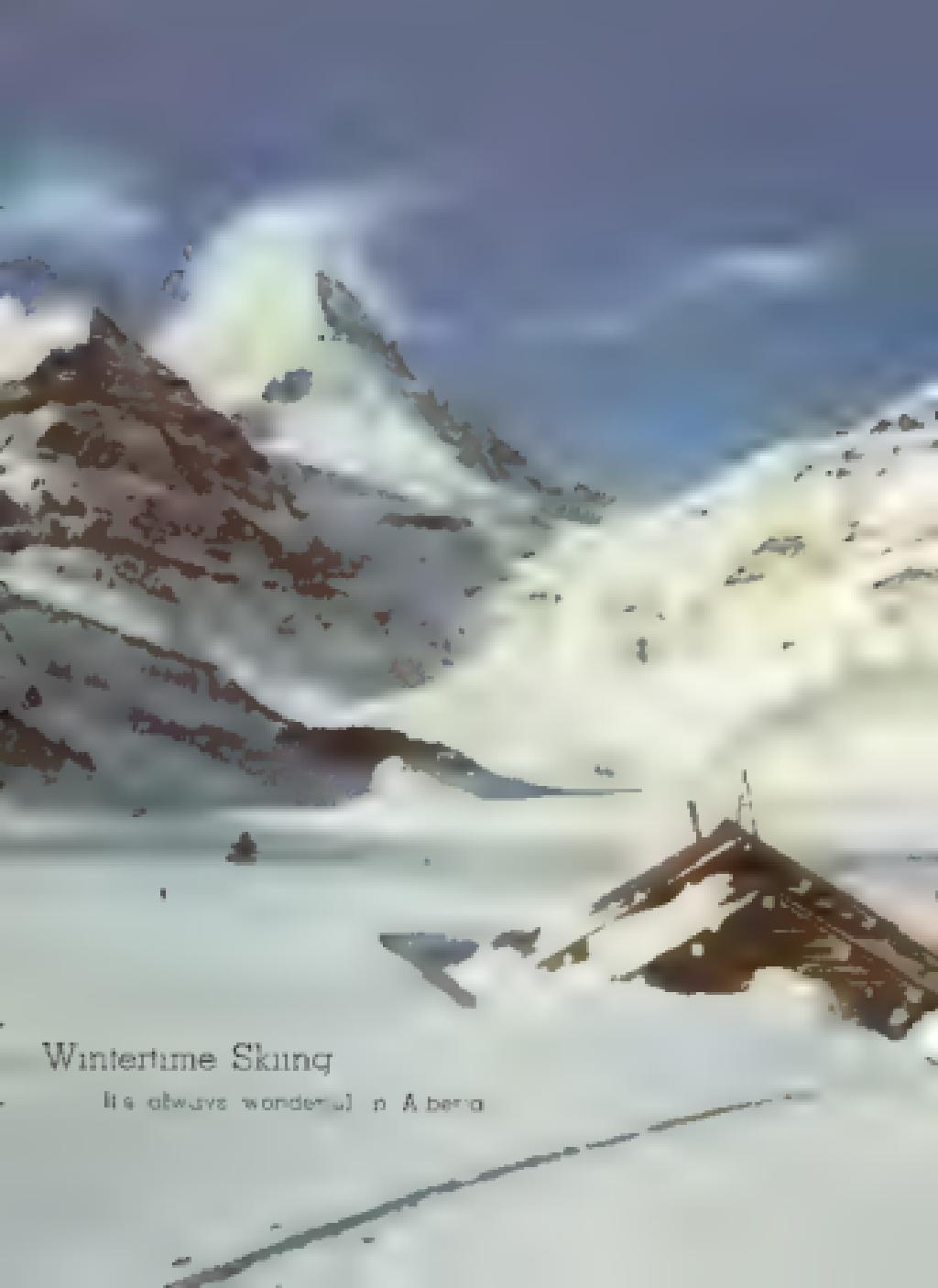
Jasper National Park

Gems of jade and
pearls are the names
we have given to
the best in Canada.



Summertime Riding





Wintertime Skung

It's always wonderful in Alberta



PYRAMID
MOUNTAIN
JASPER

* An Artist's Paradise



They're tasty ... in Alberta's Glacial Waters



Rainbow, eastern brook, Loch Leden, Dolly Varden, trout, whitefish and Arctic grayling are available but there are pike, perch, pickerel and other species in abundance as well.

Swimming is less
done in southern U.S. and
less modern in

Africa. Papers new book
on how to do it in Africa alongside
Swim Club photos provide good
tutorials in the primitive manner.





If you're one and can't prepare for the ringneck pheasant and Hungarian partridge are other Alberta's best game birds that we've to provide are pheasant chicken and grouse. Alberta's a-hunting a small deer are the breeding grounds the majority of winter, hunting.





Watching the Sunspot - August



INDIAN SUMMER

is the second or third season in Alberta. It is also the first, too, because it is a very light and short summer on prairie land. Alberta's autumn weather is usually mild. Snowfall is slow; however, it generally begins in November.





Vacation Paradise Summer or Winter

If modern drives rendering most hill towns, lodges, accommodation at established resorts and good transportation at moderate rates have popularized skiing on the open slopes above timber line in the Canadian Rockies, The charm provoking health exercise for everyone from the best skier to the novice and scenic magnificence unequalled in the world.





Agriculture . . .

Alberta's Primary Industry

Numerous non-pictorial awards at international shows testify to Alberta's outstanding accomplishments in agriculture. Rich fertile lands, suitable climate and ample bright sunshine combine with modern methods and know-how to produce every species of productive and perishable crops in the North. By the same token, areas of southern Alberta are eminently suited to raising mutton and cattle for market.







Alberta

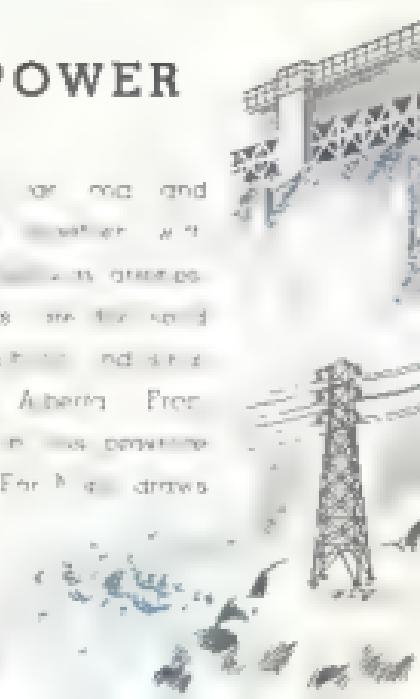


OIL and POWER

Alberta is noted for oil and natural gas supplies, which are abundant and easily obtained. The oil fields are among the most important in the world, foundation upon which industrial prosperity rests in Alberta. From centres of distribution in the petroleum belt the Gulf empire of the Far West draws its major supplies.

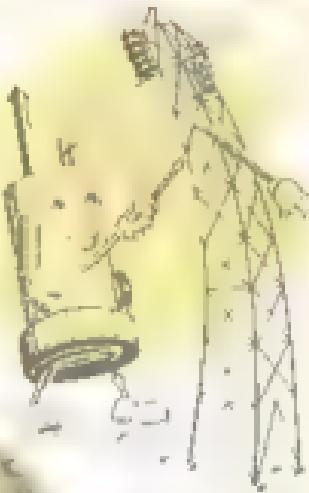


Alberta
Energy
Board





CHEAP FUEL
IS ABUNDANT



MODERN FACTORIES
AIRCRAFT INDUSTRIES
BUILDING CONSTRUCTION

Alberta's industrial development has been rapid and diversified. The province's natural resources have provided a solid foundation for the growth of its industries. Alberta's climate, abundant labour supply, and proximity to markets have also contributed to its success. The province's industrial base includes oil and gas extraction, petrochemicals, mining, forestry, food processing, and manufacturing. Alberta's industrial sector is well-positioned to continue its growth and contribute to the province's economic prosperity.

*You are invited
to investigate
Alberta's Industrial
Opportunities.*





Alberta's Holiday Highways



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